

EXHIBIT GG

OMNICEF® CAPSULES COACHING GUIDE



Selling Strategy

- Reinforce the new campaign for OMNICEF® Capsules (POWERPLAY) by discussing efficacy and tolerability on every call.
- Lead every call with acute maxillary sinusitis (AMS).
- As appropriate, leverage the physician's success with OMNICEF for AMS to grow pharyngitis/tonsillitis business (coprimary call).

New Campaign

Doctors' chief consideration when treating AMS is choosing a medicine that will kill the bacteria that cause AMS, while patients want a medicine that is well tolerated. OMNICEF is the antibiotic that has the POWER to eradicate pathogens and has a tolerability profile that can PLAY well with patients.

AMS Core Messages

POWER messages—OMNICEF has the POWER to eradicate pathogens:

The following efficacy messages should be delivered during every call:

- Established clinical efficacy comparable to levofloxacin and amoxicillin/clavulanate (Sales Aid pages 2 and 4)
- Effective eradication of common pathogens in AMS (Sales Aid page 8)
- Recommended as a first-line treatment option in treatment guidelines (Sales Aid page 3)

PLAY messages—OMNICEF has a tolerability profile that can PLAY well with patients:

The following PLAY messages should be delivered during every call:

- More than 29 million OMNICEF prescriptions written since US launch in 1997 (Sales Aid page 5)
- Generally well tolerated
- Low discontinuation rates due to adverse events in clinical trials (Sales Aid page 5)
- Convenient dosing (Sales Aid page 7)
- 87% of managed care patients have full access to OMNICEF (Sales Aid page 9)

Closing the call with POWER and PLAY messages:

- On every call, use the back cover of the PowerPlay Sales Aid to drive home the key messages that support OMNICEF as the antibiotic for both efficacy and tolerability

Pharyngitis/Tonsillitis Core Messages

POWER messages—OMNICEF has the POWER to eradicate pathogens:

The following efficacy messages should be delivered during every call:

- Superior bacterial eradication vs penicillin (Sales Aid page 14)
- Clinical efficacy demonstrated in pharyngitis (Sales Aid page 12)
- Appropriate pathogen coverage

PLAY messages—OMNICEF has a tolerability profile that can PLAY well with patients:

The following PLAY messages should be delivered during every call:

- OMNICEF had a low discontinuation rate in clinical trials (Sales Aid page 15)
- OMNICEF is a trusted choice, with more than 29 million prescriptions since 1997 (Sales Aid page 15)
- OMNICEF is eliminated principally by the kidneys, not appreciably metabolized in the liver (Sales Aid page 15)
- Pregnancy category B (Sales Aid page 15)

OMNICEF
(ceftriaxone) capsules

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06F-900-P992-1